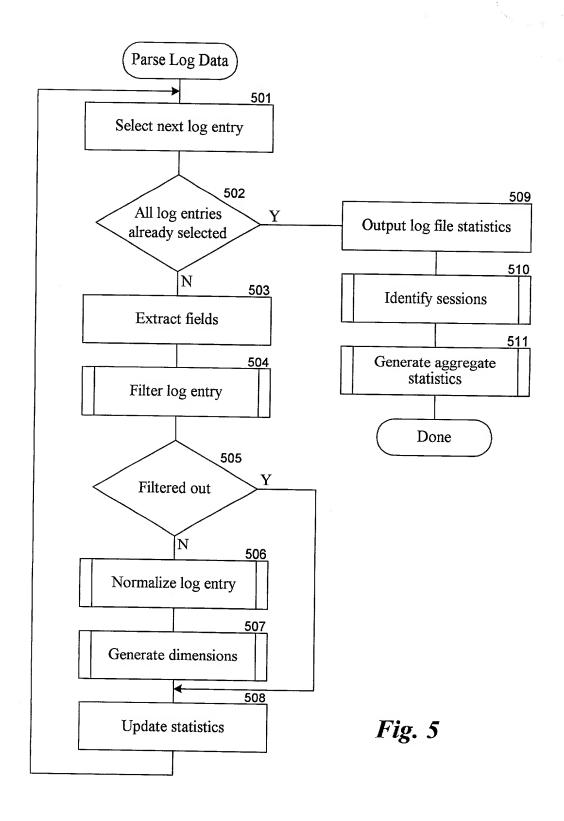


Fig. 3

		Referer Query String 409	
Referer URI 405		Query String 408	
URI 404	401 Dimensions	Event N 407	Fig. 4
Logical Site 403	Log Entry Table	Event 1 407	
User 402		Page Type 406	



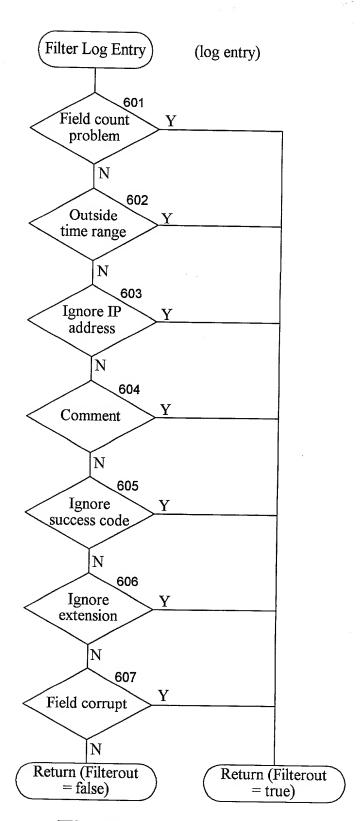


Fig. 6

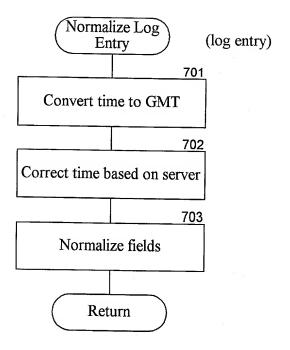


Fig. 7

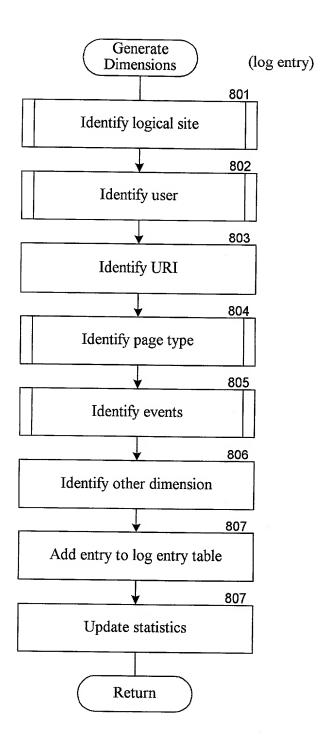


Fig. 8



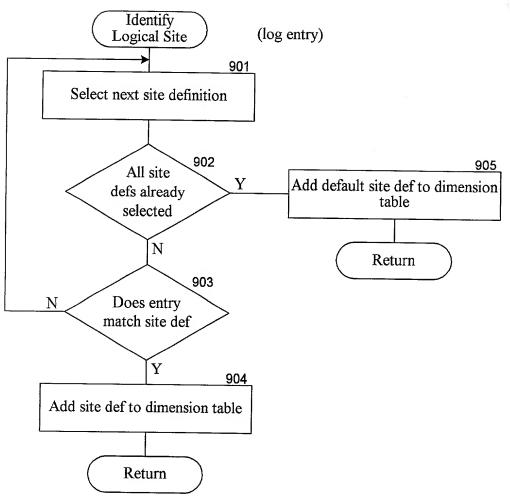


Fig. 9

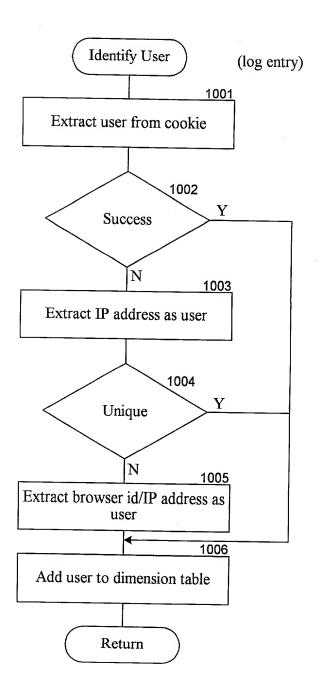


Fig. 10

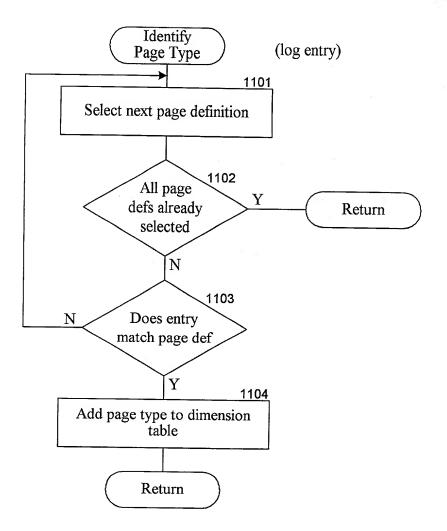


Fig. 11

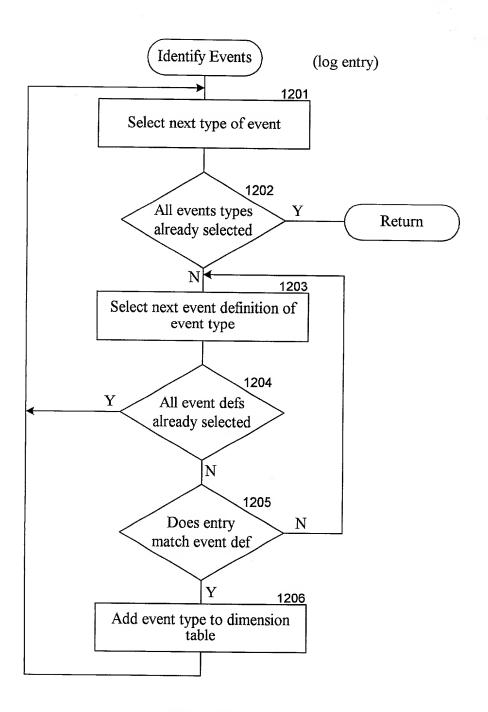


Fig. 12

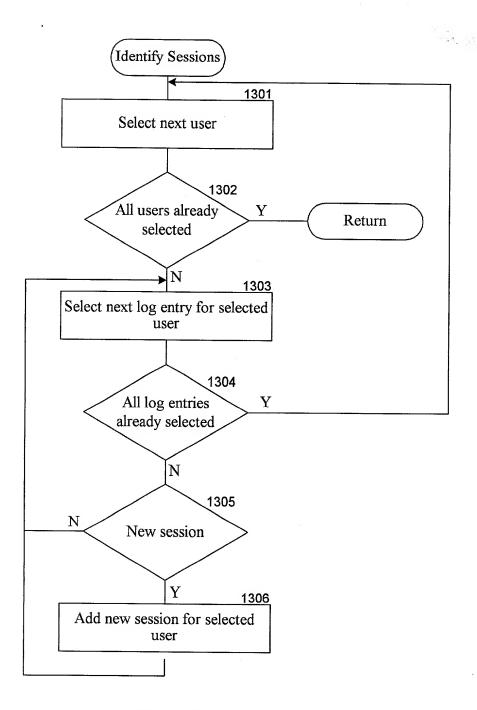


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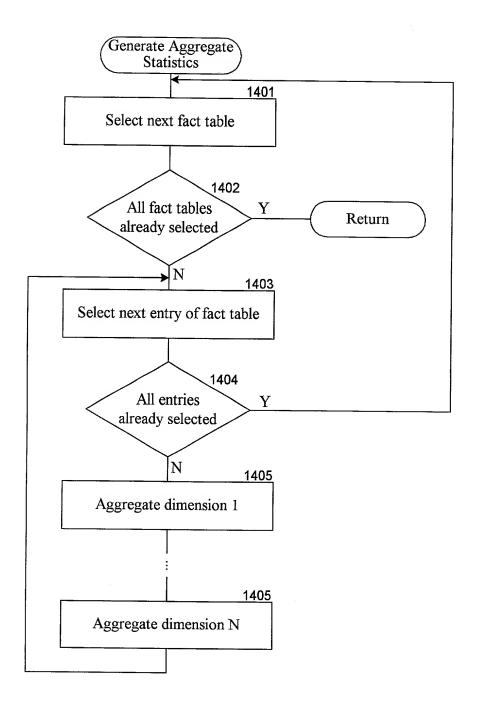


Fig. 14

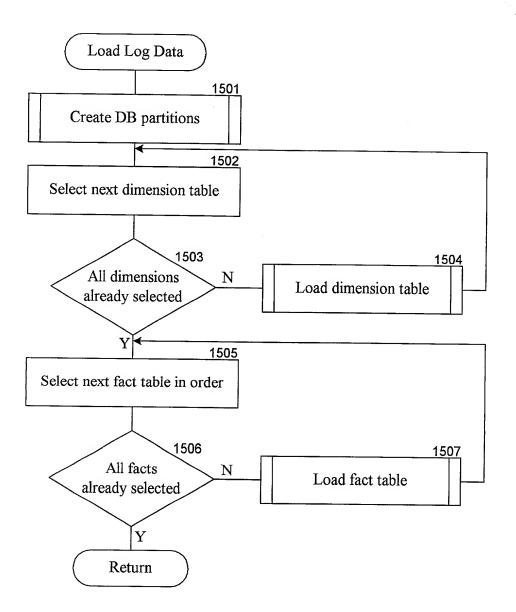


Fig. 15

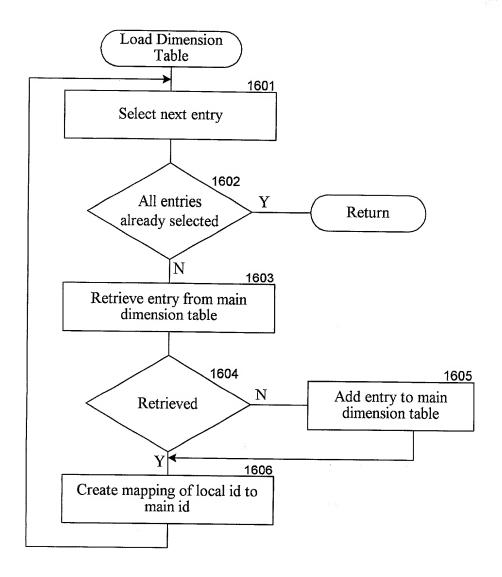


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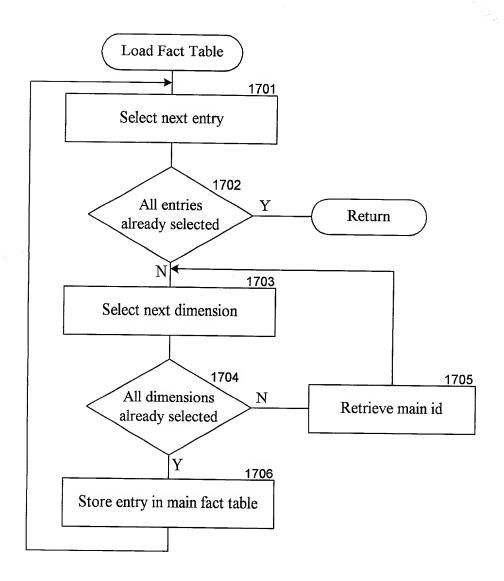


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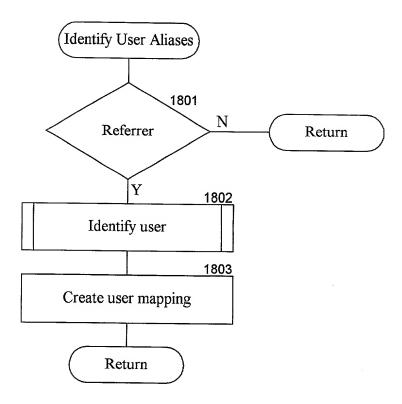
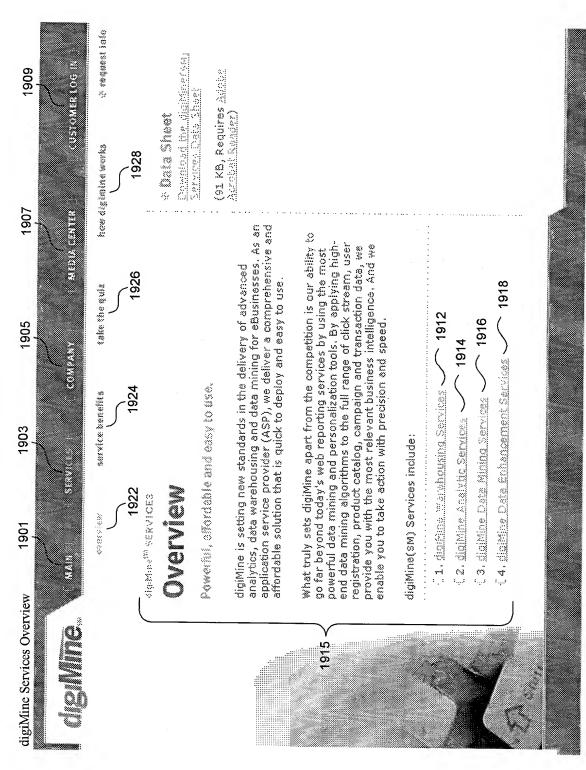


Fig. 18

See why digibles is the best data warehousing and data Fall's service and a desire to win? sa, check out our current Award at Do you have a passion for digimine Preview 3000 3000 3000 Internet Upside 606 Morld Wins \* digitine Careers \* Service Benefits mining solution for all rchnology, customer UPSIDE EVENTS WORK OF THE isp opening. etusinesses. 1907 digibline will uncover valuable business intelligence and enable you to take immediate action by delivering advanced analytics and on customer behavior, site performance, product sales, content consumption, marketing campaign effectiveness, browser to buyer To request additional information about digiMine, please fill out our Best of all, our application service provider (ASP) model allows us to provide you with an affordable solution that is quick to deplo-1904 earn mare digiMine provides you with intuitive reports that have key metrics more, digiMine's data mining services also deliver predictive applications that give you the ability to personalize web content, cross-sell and up-sell. Unlock the Power of Your Data conversion, customer segment identification and much, much about your business -- and you need to be able to act foured to know mare about your customers and 903 ntormoton request form. personalization tools. on that knowledge. and easy to use. http://www.digimine.com/ Powering your data for business advantage Welcome to digiMine 910 

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http://www.digimine.com/services/

Fig. 19B

# digiMine Warehousing Services Overview

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digi Mine" Warehousing Services

step in creating strong analytics and personalization, digibline will take your data from multiple sources including click stream, transaction, product, campaign and user profiles to create a robust Building a comprehensive data warehouse is the first fundamental datu asset. Our scalable data warehousing infrastructure enables us to build large marchouses that are capuble of holding data for the most data intensive businesses, even those as big as the Media Metrix top 50.

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- i 4. dairing Dota Enhancement Services

http://www.digimine.com/services/warehousing.htm

Fig. 19C

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## digiMine Analytic Services Overview

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digitine" Analytic Services

We provide advanced analytics to you through intuitive, interactive and customizable reports. You can quickly get a top-level view of your customers or you can drill down to specifies 24 hours a day, 365 days a year. We provide you with reports that are relevant and enable you to take action with confidence. Our reports include analytics on:

Site tisage Traffic, Referral, path analysis, key words

Inhegrated Marketing Campaign Analysis Online advartising, e-mail; afflitty and loyalty programs

Customer Analysis Demographic, psychographic, recenty and frequency

User Action Analysis RFC, registration, audion

Shopping Cart. Analysis Conversion and abandonment

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Fig. 19D

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# digiMine Data Mining Services Overview

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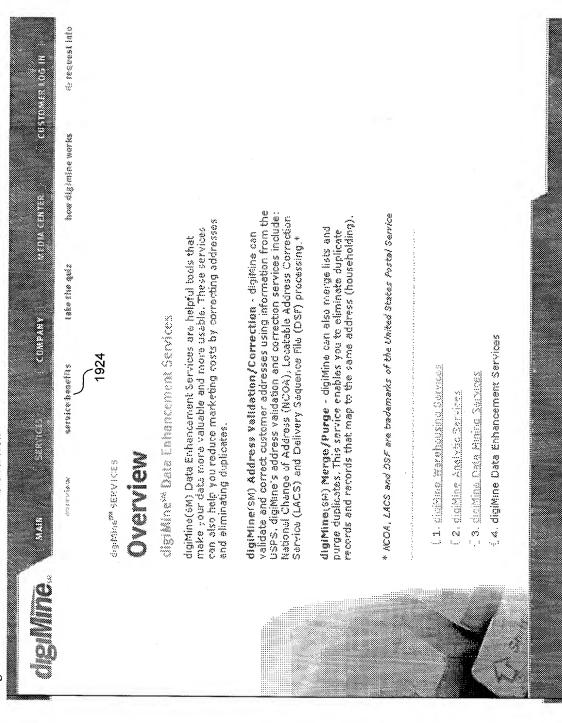
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with the most powerful ensiytics available. Our algorithms identify patterns in the data that can deliver new insight into vour customers. These analytes, coupled with our interactive reporting interface, give you the intelligence you need to make timely decisions with confidence. digiMine applies advanced data mining algorithms to provide you

- Personalization
- Cross-sell and Upsell
- Churn management
- Affinity Analysis Product, Content, Event
  - Customer Segmentation
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- C.2. digiMine Analytic Services
- (3. digiMine Data Mining Services
- 1918 [4. dipikine Data Enhancement Services (

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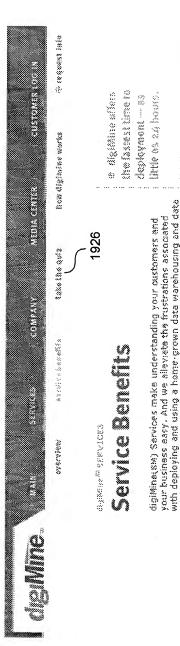
# digiMine Data Enhancement Services Overview



http://www.digimine.com/services/enhancement.htm

Fig. 19F

## digiMine Service Benefits



Powerful data mining tools

mining solution,

Our data mining-powered reports provide you with unparalleled intelligence. We give you the tools to enable personalization that precisely tangets content and maximizes up-sell and cross-sell opportunities,

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Easy to use

digiblina(SM) Reporting Services are intuitive and organized to deliver relevant insight inctently, Our interactive reports allow you

digibline builds a robust, soalable and secure data werehouse for you that combines the full range of diokstream, user-registration, product, campaign and transaction data. to customize the view of your analytics. A comprehensive data asset

Quirck to deptoy
digibility offers fest time-to-deptoyment. In feet, a typical
installation allows us to setup and begin daily reporting within a few
days. In many seres, sustomers begin to realize the value of
digitime(sw) Services in as little as 24 hours.

Affordable

Our wab-based ASP model allows us to deliver a powerful, high-end service that is both efficient and affordable. Setup costs are minimal and do not require additional IT resources, A morthly fee covers all expenses related to hardware, software, operations and reporting. i ç

Fig. 19G

http://www.digimine.com/services/servicebenefits.htm

### Unlock the Power of Your Data

### Overview

If you're like most businesses, you are generating huge volumes of valuable data - data that can reveal the likes and dislikes of ourrent and potential customers about your products, services and web site. Do you have the infrastructure and fools in place to turn your data into actionable business intelligence?

digitaline, inc. is setting new standards in the delivery of powerful analytics and personalization for eBusinesses. Our data milning services provide you with intuitive reports to understand oustoned behavior, marketing campaign effectiveness, sales trends, browse-to-buy conversion, customer segment identification and much more, digitiline's data mining services also deliver predictive applications that give you the ability to personalize web content, cross-self and up-self.

胡剑和e is the only true ASP rapplication service providen for sophisticated data warehousing and data mining solutions. We go far beyond today s web reporting packages by building a comprehensive data warehouse and by applying data mining tools to the full range of click stream, user registration, product catalog, campaign and transaction data. And our ASP model enables us to provide you with an affordable solution that is quick to deploy and easy to use.

### Service Benefits

### Powerful data mining todis

Our data mining powered reports provide you with unperalleled intelligence. We give you the tooks you need to enable personalization that precisely targets content and maximizes up-sell and cross-sell opportunities.

### Comprehensive data asset

We take your multiple sources of data and build a robust data warehouse for you — a fundamental step in extracting the greatest value from your data. Our scalable data warehousing infrastructure enables us to build customer specific warehouses that are capable of holding data for the most data intensive businesses.





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### Do you know enough about your customers?

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### Affordable

Our web-based ASP model allows us to deliver a powerful, high-end service that is efficient and affordable. Set-up costs are minimal and do not require additional IT resources. Fixed monthly fees cover all expenses related to hardware, software, operations and reporting.

### Easy-to-use

digiMine<sup>st</sup> Reporting Services are intuitive and organized to deliver relevant insight instantly. Our interactive reports allow you to customize your view of your analytics. And you don't have to be a statistician to understand your data.

### Quick to deploy

digivime offers the fastest time to deployment. In fact, a typical installation allows us to setup and begin daily reporting within a few days. In many cases, our customers have full analytics in less than 24 hours.

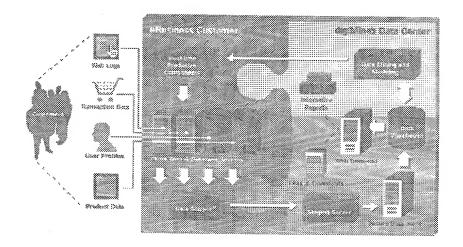
### How digitation Works

digiMine™ Services do not require you to invest in additional IT resources, nor do we require you to deploy data tags. We simply install a digiMine Slurper™ at your data center that encrypts and compresses your data for transmission at pre-determined times, digiMine's Slurper™ is a simple piece of software that has the ability to pull web server logs and gather data from any OLE-DB-compliant database - from Oracle, SQL, DB2 and others. This process does not compromise your network security or require you to open your firewall.

Once your data is transferred to digiMine's data center, it is parsed, cleaned and loaded into a secure data warehouse.

digiMine then produces detailed and accurate reports that are delivered 24 hours a day, 7 days a week, 365 days a year. You can access your reports through a dedicated https connection using a standard browser. The reports are completely secure and require user authentication. In fact, as an administrator, you have the ability to set various levels of access permission for different business users in your company. Your data is also made available for export.

digiMine provides data mining services for predictive applications. These predictive components give you the ability to personalize web content and cross-sell or up-sell products. Data mining components run in real-time on your web site or in batch applications, such as targeted e-mail.



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tengasest info 11 - 11 TAN 18 - 11 TAN 18 - 11 TAN 18 TAN 1 1928 how digining marks How many of these questions can you answer today? You're not alone if you can only answer a few. With digitfine, you will be able to answer all of these questions and more. With the abundance of sites on the Internet today, it's hard to get customers and keep them. Let's face it, if within 20 seconds your visitors are not presented with the specific content or list of products they're interested in, then there's little chance they'll Which marketing promotions are most effective at driving new customers to your sha? What products should you consider making "tass leadens" to Can you get a list of those new customers and send them a What are your top selling products or services? Have they changed in the last month? What is the expected "life three value" of your customers? Which customers are likely to "churn" and which are layed shoppers on your site? See See Story of williams 🖰 Baw many customers came to your site yesterday? What are most visited products areas on your site? \* How meny shappers go through your home page? service bearists \* How many were first time visitues? Bunk you the next day? attract naw customens? \$3010335 WARRED 858 5 5 3 6 A A return again. 8 69 ķ.

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digibline Services do not require any additional investment in IT resources, nor do we require you to deploy data tags, we simply install a digibline Data Slurper™ at your data center that encrypts and compresses your data for transmission at predetermined times, digibline's Data Slurper™ is a simple software application that has the ability to pull web server logs and gather data from any commercial database such as Oracle, SQL, DB2 and others, This process does not compromise your network security or require you to open your firewall. Alternatively, you can also send your data to us through a secure FTP transfer.

Once your data is transferred to digiMine's data center, it is parsed, deaned and loaded into a secure data warehouse. We can also merge, purge, validate and correct your data.

We then apply data mining to produce insightful analytics. These analytics are generated and delivered to you through interactive reports and described lists that are available 24 hours a day, 365 days a year. You can access your reports through a dedicated and secure connection using a standard browser.

Real-time data mining components (executables called from java or asp) are run independently of the digimine data center to avoid any impact on situ performance. These can be run in real-time on your web site or in batch applications such as tergeted email.

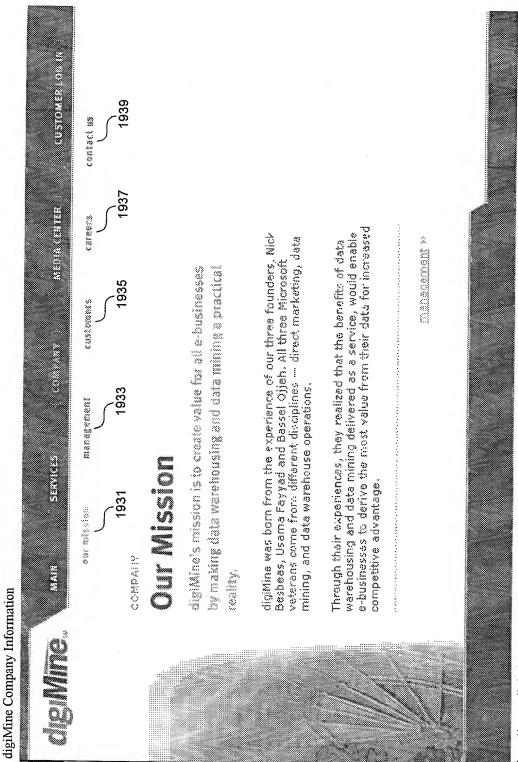
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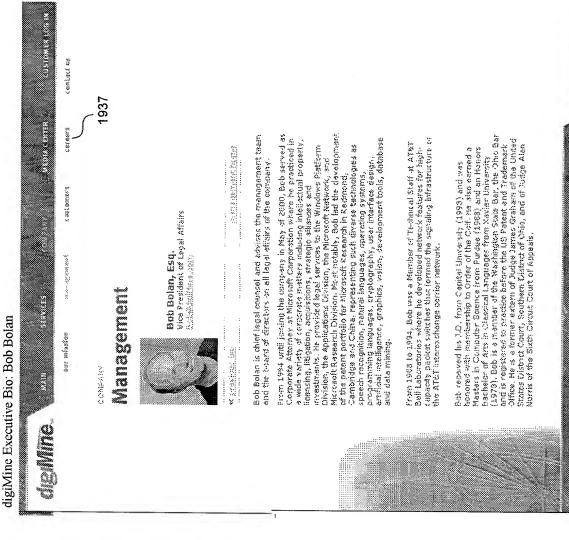
Fig. 191

# digiMine Company Information Management

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Cedar Broye Investments (Amazon.com. Loudiye, PhotoDise)
Kellert Investments (Infospea.com, MCI WorldCom, evite.com,
Condity, Incests.com, gear.com, virtual sank)
Sam Jadallah (Managing Director, Internet Capital Group, former
Microsoft Vice President)
Manbert Polisia (Managing Director, Internet Capital Group)
Jannes Yorliker (former Nathlick CEO)
Deutsche Bank Technology Fond (Internet, financials, and televom funder) Silican Yalley Angels (involved in hottest early stage companies today) digimine's securities town brings coporationed expertise in committe de coveconnent, cata vaichording, care etistameta. Mick Restress 7943 Executive VP Sales and Marketing, co-founder mining and web/dalabase mankeling. 300000000000 1947 Nos President of Legal Affairs 7 1945 \*\*\*\*\*\*\* President & CEO, co-founder Chief Phandal Officer Executive Team Same Bitich ( auch Bringefon Mayfield Fund .... 8888(888 SOME SERVICE 

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Fig. 19M



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## Career Opportunities

digiMine is looking for talented candidates and we usually have more than one opening in any of the following areas. Click on your area of interest to see current profiles and job descriptions.

Finance, General and Administration Operations and Data Center Quality Assurance and Test Research and Development Sales and Marketing 71952

Legal

1951

To apply, please send your resume (in Microsoft Word format) to jobs@digimine.com. Please be sure to reference the job for which you are applying. Agencies and headhunters, please do not submit candidates through the web.

Fig. 19P

http://www.digimine.com/company/careers/jobopps.htm

COMPANY

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Legal Positions

### « job categories

# Corporate Attorney - Intellectual Property

## Responsibilities

- Principal responsibility for management of all patent procurement and conflict matters
  - Review ideas for strategic importance and patent viability.
- Work closely with outside counsel to develop claim scope and prosecution strategy, and supervise them throughout the process. Analyze third party patents and determine best resolution, including licensing, product modification and liability studies.
  - Counsel development and business clients on patent-related issues.
    - Provide support for patent litigation.

### Requirements

- Excellent academic credentials.
- 5+ years experience in patents required, including preparing and prosecuting patient applications, opinion work (invalidity/noninfringement), licensing, and/or litigation.
  - Significant computer industry experience highly desirable.
    - Advanced technical degree a plus

Fig. 19Q

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digiMine Services selected as finalist for Industry Achievement Award's Business Product of the Please direct all press related the sixth annual Way indust fru Selection See A pressed demine com, inquiries to digiMine wants to turn data into gold by Usama Fayyad have been used to find volcanoes on Venus and galaxies far, far away. Now the former scientist at NASA's let Propulsion Lab is using that mand The algorithms and data-mining software created December 18, 2006 - digibline Teams with EMC to Power Data Warehousing and Data Mining Service » bress reference January 17, 2001 - Technology Review, MIT's Magazine of Innovation, Names digimine CEO Usema Fayyad to TR10 » same technology to create digiMine... 🏐 🔅 🔅 in the news \* Kecent Press Announcements media center nome MEDIA CENTER digiMine Media Page

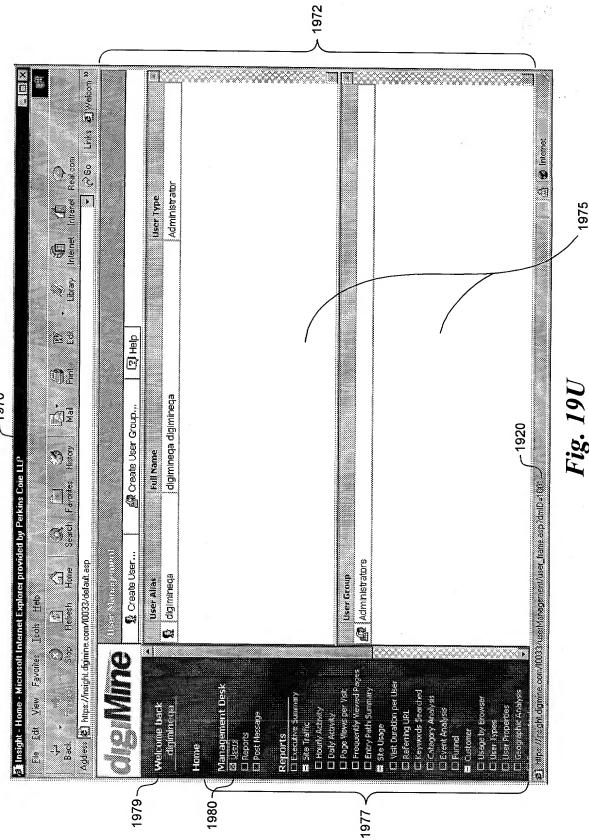
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Fig. 19R

http://www.digimine.com/mediacenter/pressreleases.htm

Fig. 19S

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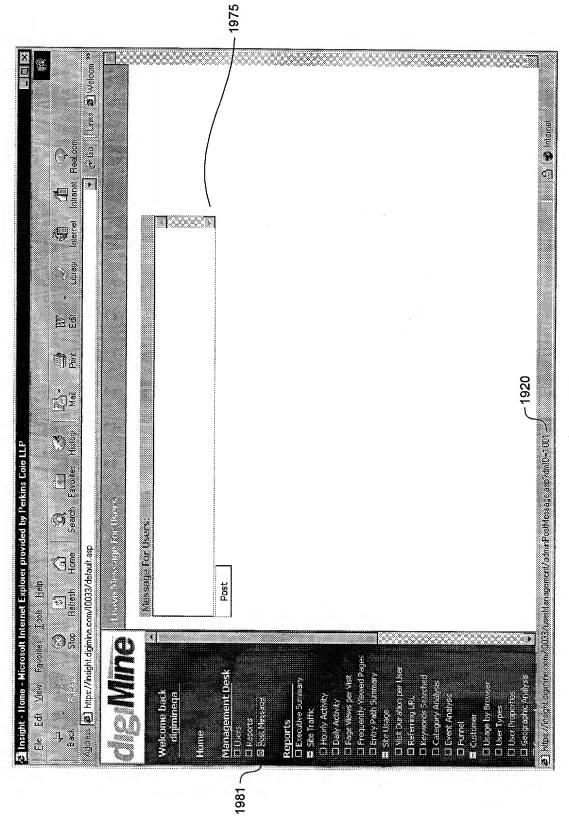


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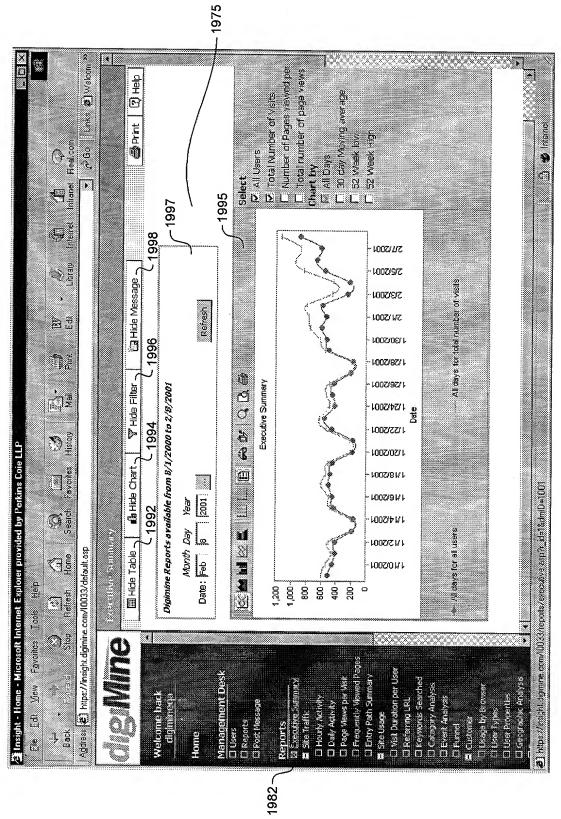


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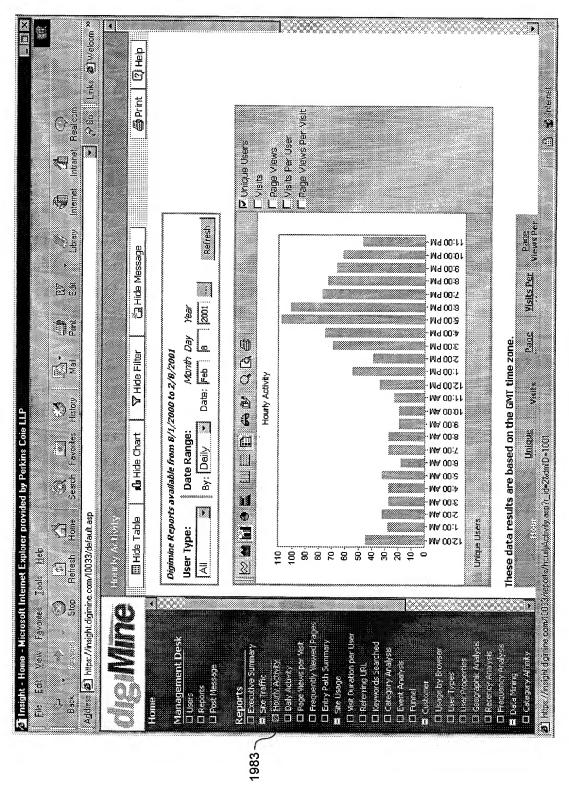


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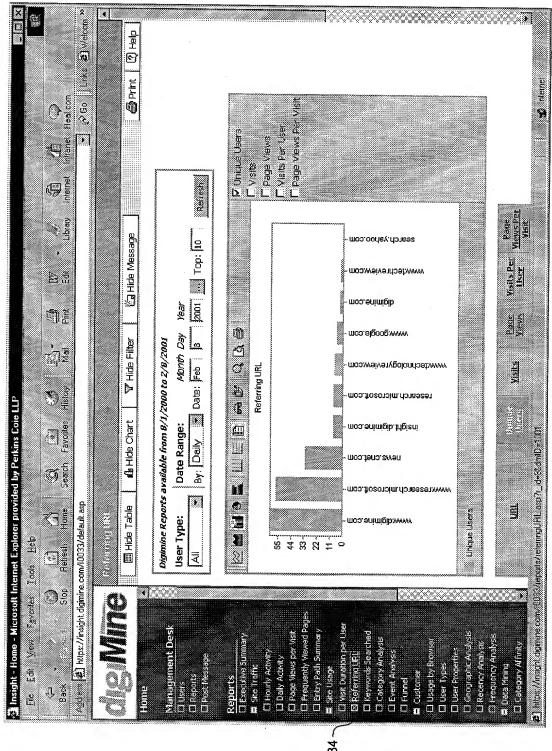


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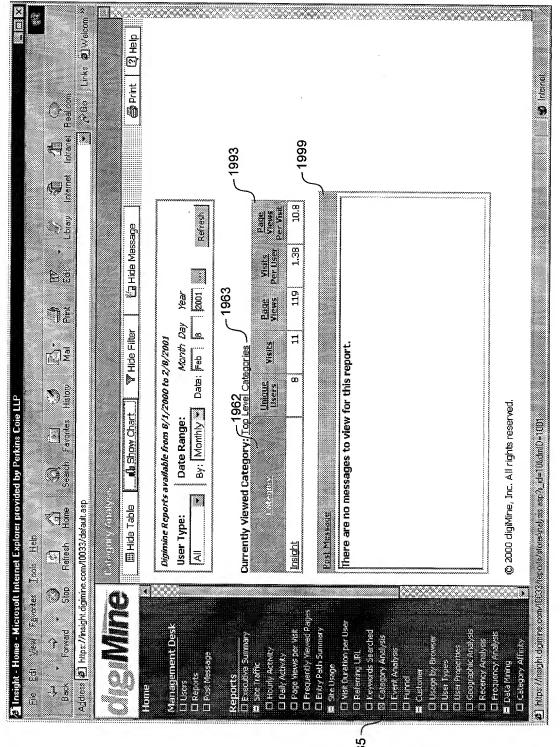


Fig. 192

## Example Hierarchical Category Selection

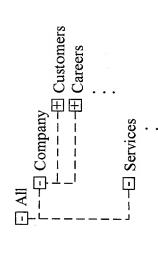


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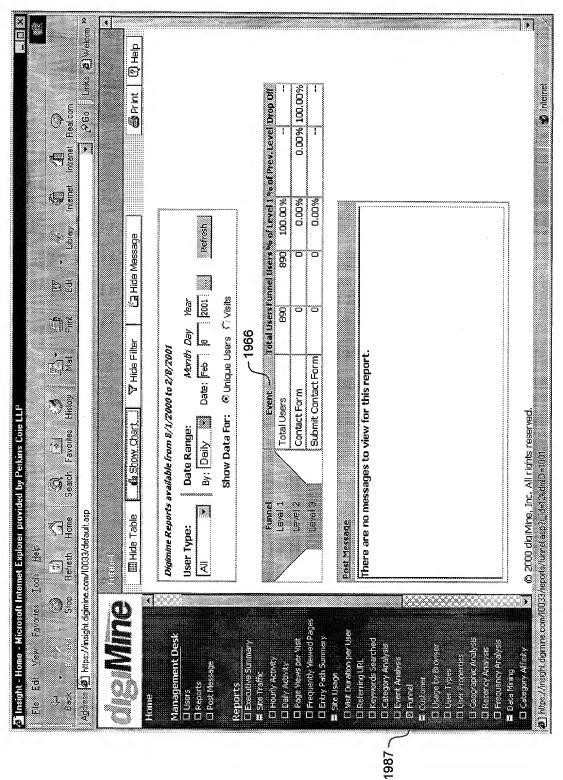
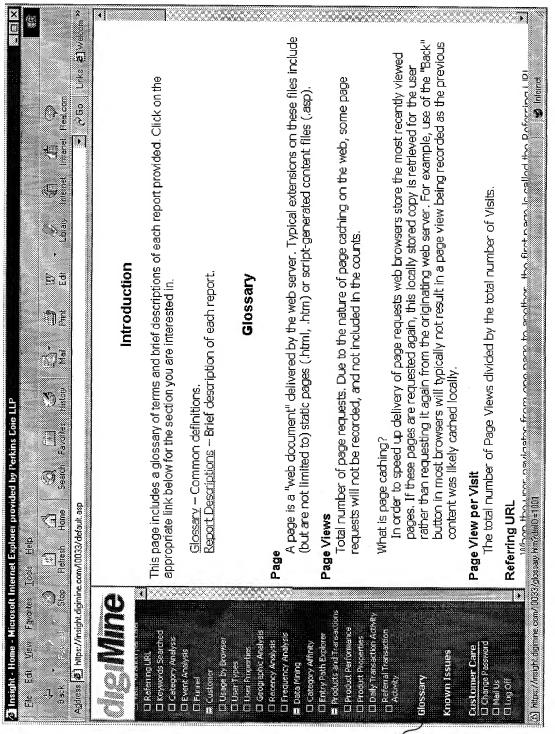


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Powerful, affordable and easy to use.

digiMine is setting new standards in the delivery of advanced analytics, data warehousing and data mining for eBusinesses. As an application service provider (ASP), we deliver a comprehensive and affordable solution that is quick to deploy and easy to use.

What truly sets digiMine apart from the competition is aur ability to go far beyond today's web reporting services by using the most powerful data mining and personalization tools. By applying highend data mining algorithms to the full range of click stream, user registration, product catalog, campaign and transaction data, we provide you with the most relevant business intelligence. And we enable you to take action with precision and speed.

digiMine(SM) Services include:

- { 1. digiMine Warehousing Services 1912
- 2. digiMine Analytic Services 1914
- { 3. digiMine Data Mining Services 1916
- 4. digiMine Data Generation Services 2005

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Fig. 20

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http://www.digimine.com/services/

memory 2130	Parser 310	Dimension Generator 313	Logical Site Identifier 2151	User Identifier 2152	URI Identifier 2153	Category Page Type Identifier 2154	Event Type Identifier 2155	Version Identifier 2157				CDIT 240E			F18. 21
Storage 2110	Parser Config. Data 340	Site Definitions 2112	Event Type Definitions 2114	Category Page Type Definitions 2116	Log Entry Exclusion Data 2117	Definition Version Information 2119		Log File 380 Information 2111	-,	I/O devices 2120	display 2121	network connection 2122	other I/O devices 2124	computer-readable media drive 2123	warehouse server 260

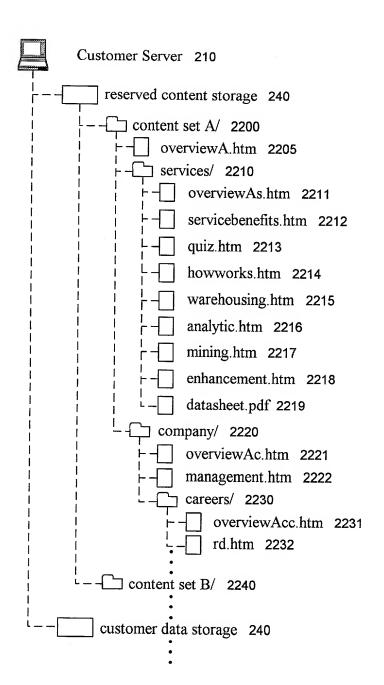


Fig. 22A

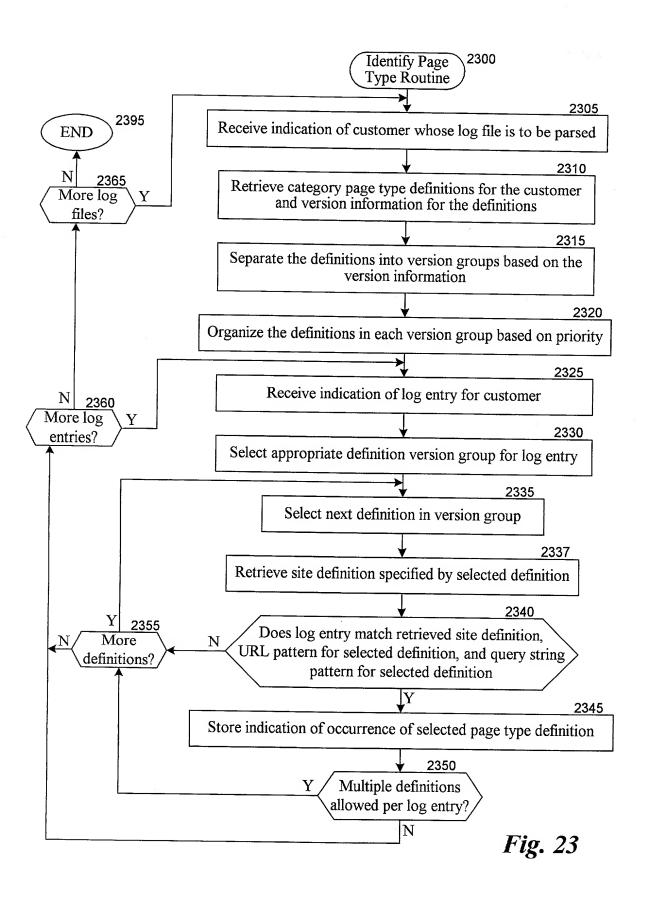
Content Set A
Category Hierarchy Table 2250

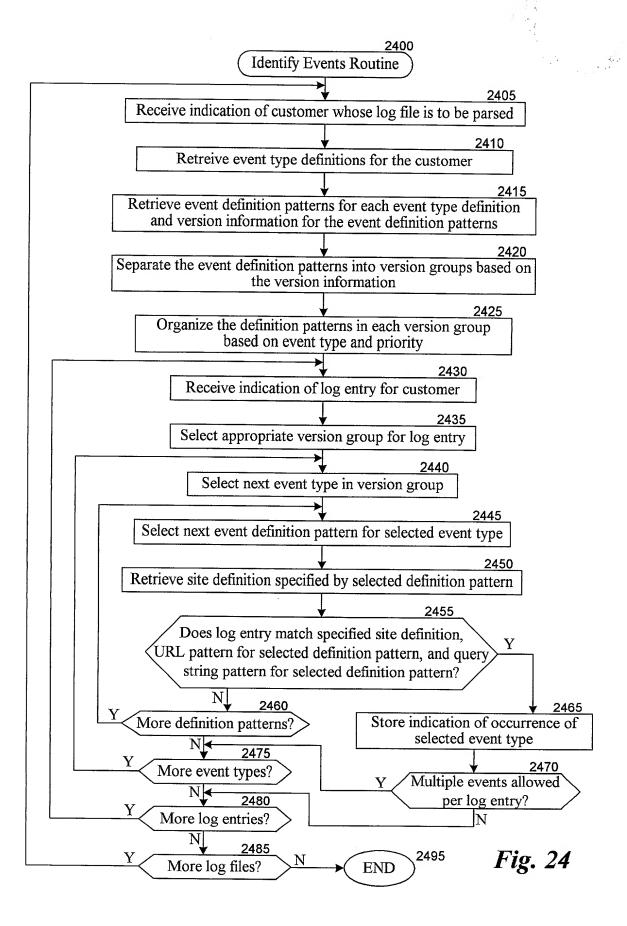
Category Hie	raichy.	1 able 2250
Category 2251	ID 2252	Category Parent 2253
Services	1	
Company	2	
Media Center	3	<del></del>
Analysis	4	
Service Benefits	5	1
Take the Quiz	6	1
•		
Careers	20	2
•		
R&D	30	20
QA	31	20
•		

Content Set A Content Category Table 2260

Content 2261	Category Page Type Definition ID 2262
overviewA.htm	
overviewAs.htm	1
servicebenefits.htm	1
rd.htm	30
:	

Fig. 22B





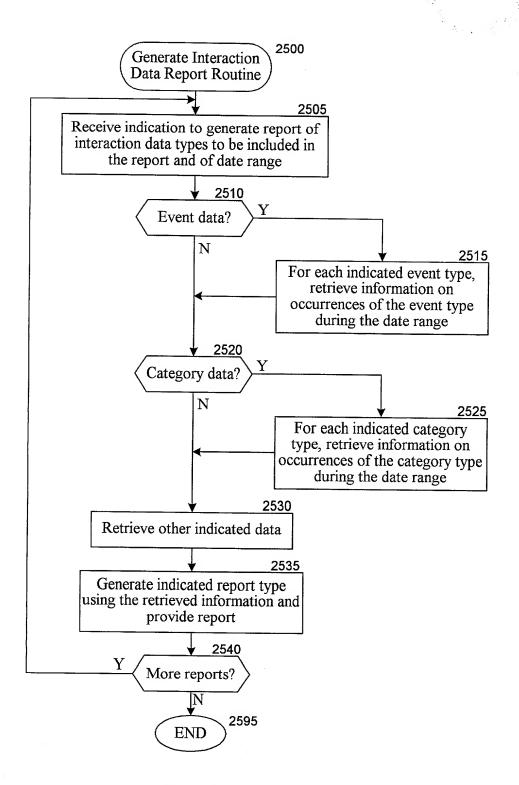


Fig. 25

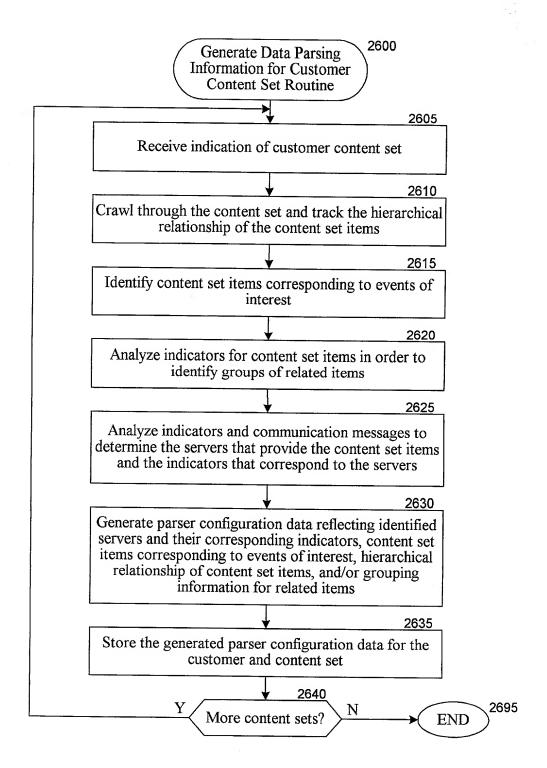


Fig. 26

2705

2710

